# Table of Contents

1. What is Turnitin?
2. Guided Walkthrough
3. Supporting Academic Integrity
4. Strategies
5. Plagiarism Spectrum
6. Student Sources
7. Additional Resources
What is Turnitin?

- What do you know about Turnitin?
- What are some common misconceptions about Turnitin?
Turnitin Misconceptions

• Detects plagiarism
• Matches are coincidental
• Matches identified are the exact source
ORIGINALITY CHECKING
Technical Challenges

• **Needle in a Haystack**
  - For a single paper, check ~100 fragments against:
    - A specially indexed copy of the Internet
    - 400M+ student papers
    - 130M+ books, journals, magazines and newspapers

• **Signal vs. Noise**
  - In parallel, check for fuzzy matches, synonyms, word substitutions, paraphrasing and translated plagiarism
  - Deliver close to zero false-positives

• **Big Data, Fast**
  - Do this for up to 300,000+ papers a day
  - Return results in under a minute

---

**The benefits:**

✔ Fast and authoritative:
Quick, accurate reports from the world’s largest comparison database

✔ Simple-to-use:
Instructor learning curve is very fast because of our intuitive design
Identifies matched content by comparing papers against:

- 35 billion current & archived web pages
- 300 million student papers
- 130 million academic articles
Insight into students sources

- View sources matched in student paper
- Compare original source material to student’s written work
- Source Preview
- View additional sources
- Side-by-Side Comparison
- Link to Original Source
- Exclude quotes and bibliography
GRADING & FEEDBACK
A Natural Setting
A History of Exploration and Settlement in Yosemite Valley

Yosemite National Park is a United States National Park spanning eastern portions of Tuolumne, Mariposa and Madera counties in east central California, United States. Although not the first designated national park, Yosemite was central to the development of the national park idea since its first discovery by non-indigenous people in mid-nineteenth century. Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature.

While Yosemite holds a special grip on the western mind, perceptions about its Valley have evolved over time due to changing politics migration...
iPad
A Natural Setting

A History of Exploration and Settlement in Yosemite Valley

Yosemite National Park is a United States National Park spanning eastern portions of Tuolumne, Mariposa and Madera counties in east central California, United States. Although not the first designated national park, Yosemite was central to the development of the national park idea since its first discovery by non-indigenous people in mid-nineteenth century. Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature.

While Yosemite holds a special grip on western perceptions about it’s Valley.

Lovely photo.
Feedback at Your Fingertips

- Originality Report
- QuickMark comments
- Voice comments
- Custom text comments
- Highlights
- Strike through
- **Speech to text**

Interactive Rubric Grading

Convey clear expectations and grade faster with interactive rubrics. Simply tap the rubric criteria, and the grade is automatically calculated. No calculators, no spreadsheets.
EFFECTIVENESS
Evidence of Effectiveness - U.S. Customers

Higher Education:
48% Decrease in Unoriginal Content*

4-Year Institutions:
41% Decrease in Unoriginal Content*

2-Year Institutions:
63% Decrease in Unoriginal Content*

Secondary Schools:
35% Decrease in Unoriginal Content*

*33,860,285 submissions from 917 higher education accounts over 7 years.

*25,913,970 submissions from 674 4-Year Institution accounts over 7 years.

*7,946,315 submissions from 243 2-Year Institution accounts over 7 years.

*35,572,378 submissions from 2,862 Secondary School accounts over 7 years.
ACADEMIC INTEGRITY
Sample Academic Integrity Statement

Additional copy to include:

“In support of Academic Integrity at <your institution>, Turnitin will be used to review the papers that you submit in this class. Turnitin does not determine whether plagiarism has taken place or not. Turnitin will also not be used as a punitive tool or measure. The teacher of this class will use the reports that Turnitin generates as a basis for the thorough evaluation of the authenticity and originality of your work and the work of your classmates.”
STRATEGIES
Originality Reports: Effective Use

- Turnitin identifies “matched content”
- Instructors determine whether matches constitute plagiarism
- Color coding of percentage scores do NOT signify plagiarism
- Exclude quoted material and bibliography to refine results
Assignment Preparation and Setup

- Peer review theses
- Assign annotated bibliographies
- Use multiple paper drafts to provide students with the opportunity to develop their writing over the span of an assignment
PLAGIARISM SPECTRUM
# Tagging the 10 Types of Plagiarism

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clone</td>
<td>Submitting another’s work, word-for-word, as one’s own</td>
</tr>
<tr>
<td>CTRL-C</td>
<td>Contains significant portions of text from a single source without alterations</td>
</tr>
<tr>
<td>Find - Replace</td>
<td>Changing key words and phrases but retaining the essential content of the source</td>
</tr>
<tr>
<td>Remix</td>
<td>Paraphrases from multiple sources, made to fit together</td>
</tr>
<tr>
<td>Recycle</td>
<td>Borrows generously from the writer’s previous work without citation</td>
</tr>
<tr>
<td>Hybrid</td>
<td>Combines perfectly cited sources with copied passages without citation</td>
</tr>
<tr>
<td>Mashup</td>
<td>Mixes copied material from multiple sources</td>
</tr>
<tr>
<td>404 Error</td>
<td>Includes citations to non-existent or inaccurate information about sources</td>
</tr>
<tr>
<td>Aggregator</td>
<td>Includes proper citation to sources but the paper contains almost no original work</td>
</tr>
<tr>
<td>Re-tweet</td>
<td>Includes proper citation, but relies too closely on the text’s original wording and/or structure</td>
</tr>
</tbody>
</table>
### A Natural Setting

*Original*

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### A Natural Setting

*Unoriginal*

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.
A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

The Beautiful Yosemite Valley

From the time of its first discovery by non-indigenous people in the mid-nineteenth century Yosemite Valley has held a special, even religious, possession on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. And Yosemite holds a special grip on the western mind, while perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.
A Natural Setting

A History of Exploration and Settlement in Yosemite Valley

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

A Beautiful Setting in Yosemite

Since its first discovery by non-native people in the mid-19th century Yosemite Valley has held a special, even sacred, hold on the American psyche because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mindset, perceptions about the Valley have evolved over time due to changing political movements, migration patterns and environmental issues, as man has become more attuned to their relationship and impact on nature.
Remix

Paraphrases from multiple sources, made to fit together

**A Natural Setting**
A History of Exploration and Settlement in Yosemite Valley

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

**An Untouched View**
A History of Settlement and Change in Yosemite Valley

The first non-natives to see Yosemite Valley were probably members of the mid-nineteenth century Joseph Walker Party, who crossed the Sierra Nevada from East to West. The first descriptions of Yosemite came almost 20 years later. From the start, the valley has been renowned for its natural beauty, and highly regarded as the centerpiece of Yosemite National Park, attracting visitors from around the world. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature.
**Recycle**

Borrows generously from the writer’s previous work without citation

---

**A Natural Setting**

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

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**Ecology 201:**

*An Unnatural Expectation*

*The Impact of Exploration and Settlement in Yosemite Valley*

From its first discovery by the Ahwahneechee in the mid-nineteenth century Yosemite Valley has held a unique, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time reflecting changing politics, human migration patterns and the rise of environmental concerns as man has become more attuned to his relationship and impact on nature.
Hybrid

Combines perfectly cited sources with copied passages without citation

A Natural Setting

A History of Exploration and Settlement in Yosemite Valley

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

A Natural Setting

A History of Exploration and Settlement in Yosemite Valley

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. “Native Americans have lived in the Yosemite region for as long as 8,000 years. The first people that we have record of was a band of Native Americans that called the Valley “Ah-wah-nee” and themselves the Ahwahnechee.” While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

Mashup
Mixes copied material from multiple sources

A Natural Setting
_A History of Exploration and Settlement in Yosemite Valley_

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

A Natural Setting
_A History of Exploration and Settlement in Yosemite Valley_

Since its first discovery by non-indigenous people in the mid-nineteenth century Yosemite Valley has held a special, even religious, hold on the American conscience. The work of Ayres gave easterners an appreciation for Yosemite Valley and started a movement to preserve it. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature. The 1849 California Gold Rush led to conflicts between miners and natives, and the volunteer Mariposa Battalion was formed by the state of California as a punitive expedition against natives in the Yosemite area.
A Natural Setting
A History of Exploration and Settlement in Yosemite Valley

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

Perceived Beauty: Man's Nature
Exploration and Settlement in Yosemite Valley

"Since its first discovery by the Joseph Walker Party in the mid-nineteenth century"¹ "Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all "special temples of Nature."² "While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature."³

¹ For an insightful discussion of Walker's expedition, including an extended description of their first sight of Yosemite Valley, see Walker's original piece in The Golden Times. May 5, 1853: p. 4. Print.
Aggregator

Includes proper citation to sources but the paper contains almost no original work.

A Natural Setting

A History of Exploration and Settlement in Yosemite Valley

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

Yosemite Valley was first sighted by non-Indians in 1833 by Joseph Rutherford Walker and his group of explorers. Yosemite has a long and diverse cultural history that helped to shape the region, country, and even the world. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature.

4 Harrick, C. “A Natural Setting.” p. 41.


**A Natural Setting**  
*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

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**A History of Exploration and Settlement in Yosemite Valley**

From its earliest discovery by non-indigenous people in the mid-nineteenth century Yosemite Valley has held a spiritual hold on the American conscience; its beauty is incomparable and has been held up as one of the grandest of all special temples of Nature. While Yosemite has a special grip on the western mind, impressions about the Valley have evolved over time, shaped by changing politics, migration patterns and environmental concerns as mankind has become more attuned to its relationship and impact on nature.

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More Information


• Plagiarism.org: http://www.plagiarism.org
STUDENT SOURCES
How do students research in the digital age?

• “The internet has changed the very meaning of research”*
• Students value immediacy over quality in online research
• Over reliance on the “wisdom of the crowd”

About this study

- Time frame: July 2011 to June 2012
- 38.3 million papers submitted to Turnitin in the U.S.
  - Secondary Education: 9,931,758 papers
  - Higher Education: 28,404,572 papers
- 156 million content matches
Turnitin Content Database

- 35+ billion pages of indexed web content
- 400+ million student papers plus 300,000 new papers daily
- 130+ million articles from periodicals, journals, and other content databases
# Matched Content Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networking &amp; Content Sharing</td>
<td>Sites that rely on user-generated content rather than professionally-published content.</td>
</tr>
<tr>
<td>Homework &amp; Academic</td>
<td>Academic, educational and homework help sites that offer a range of content to educate students.</td>
</tr>
<tr>
<td>News &amp; Portals</td>
<td>This category consists of professionally-published content.</td>
</tr>
<tr>
<td>Paper Mills &amp; Cheat Sites</td>
<td>Sites that promote the sale or sharing of written work.</td>
</tr>
<tr>
<td>Encyclopedias</td>
<td>Reference and summary sites</td>
</tr>
<tr>
<td>Shopping</td>
<td>Sites that offer reviews and sell products.</td>
</tr>
</tbody>
</table>
# Secondary & Higher Education (July 2011 – Jun 2012)

<table>
<thead>
<tr>
<th>Category</th>
<th>Secondary Ed Matches</th>
<th>Higher Ed Matches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework &amp; Academic</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Social Networking &amp; Content Sharing</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Paper Mills &amp; Cheat Sites</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Encyclopedias</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>News &amp; Portals</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Shopping</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Total 100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
## Top 10 Sources: Secondary Ed

<table>
<thead>
<tr>
<th>Top Sites 2011-2012</th>
<th>Number of Matches</th>
<th>%</th>
<th>Category</th>
<th>Rank in 2010-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>wikipedia.org</td>
<td>3,801,022</td>
<td>8%</td>
<td>Encyclopedias</td>
<td>1</td>
</tr>
<tr>
<td>answers.yahoo.com</td>
<td>2,929,041</td>
<td>7%</td>
<td>Social</td>
<td>2</td>
</tr>
<tr>
<td>enotes.com</td>
<td>1,440,129</td>
<td>3%</td>
<td>Homework</td>
<td>4</td>
</tr>
<tr>
<td>answers.com</td>
<td>1,248,710</td>
<td>3%</td>
<td>Social</td>
<td>3</td>
</tr>
<tr>
<td>oppapers.com</td>
<td>1,245,097</td>
<td>3%</td>
<td>Paper Mills</td>
<td>7</td>
</tr>
<tr>
<td>scribd.com</td>
<td>1,144,111</td>
<td>3%</td>
<td>Social</td>
<td>6</td>
</tr>
<tr>
<td>slideshare.net</td>
<td>953,619</td>
<td>2%</td>
<td>Social</td>
<td>5</td>
</tr>
<tr>
<td>essaymania.com</td>
<td>932,709</td>
<td>2%</td>
<td>Paper Mills</td>
<td>8</td>
</tr>
<tr>
<td>shmoop.com</td>
<td>880,635</td>
<td>2%</td>
<td>Homework</td>
<td>11</td>
</tr>
<tr>
<td>medlibrary.org</td>
<td>846,165</td>
<td>2%</td>
<td>Homework</td>
<td>12</td>
</tr>
</tbody>
</table>
## Top 10 Sources: Higher Ed

<table>
<thead>
<tr>
<th>Top Sites 2011-2012</th>
<th>Number of Matches</th>
<th>%</th>
<th>Category</th>
<th>Rank in 2010-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>wikipedia.org</td>
<td>12,164,091</td>
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<td>Encyclopedias</td>
<td>1</td>
</tr>
<tr>
<td>oppapers.com</td>
<td>4,492,283</td>
<td>4%</td>
<td>Paper Mills</td>
<td>5</td>
</tr>
<tr>
<td>slideshare.net</td>
<td>4,051,018</td>
<td>4%</td>
<td>Social</td>
<td>3</td>
</tr>
<tr>
<td>coursehero.com</td>
<td>3,966,939</td>
<td>4%</td>
<td>Homework</td>
<td>6</td>
</tr>
<tr>
<td>scribd.com</td>
<td>3,461,809</td>
<td>3%</td>
<td>Social</td>
<td>7</td>
</tr>
<tr>
<td>answers.yahoo.com</td>
<td>3,188,527</td>
<td>3%</td>
<td>Social</td>
<td>2</td>
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<tr>
<td>answers.com</td>
<td>3,186,959</td>
<td>3%</td>
<td>Social</td>
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<tr>
<td>medlibrary.org</td>
<td>3,123,904</td>
<td>3%</td>
<td>Homework</td>
<td>8</td>
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<tr>
<td>bignerds.com</td>
<td>2,633,248</td>
<td>2%</td>
<td>Paper Mills</td>
<td>16</td>
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<tr>
<td>papercamp.com</td>
<td>2,454,094</td>
<td>2%</td>
<td>Paper Mills</td>
<td>14</td>
</tr>
</tbody>
</table>
Findings

• Students struggle to recognize bias in sources
• Students are not always <insert word here> in evaluating sources for quality and appropriateness
• Research is synonymous with “search”
SOURCE EDUCATIONAL EVALUATION RUBRIC (SEER)
<table>
<thead>
<tr>
<th>Highly Credible</th>
<th>Credible</th>
<th>Discreditable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AUTHORITATIVE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highly-regarded site that is referenced and linked to by others. Information is well-referenced, cited, and written by authors with expertise in the content area</td>
<td>Well-regarded site that is well known in its category. Information is referenced and cited, with experts generating content</td>
<td>Regarded site that has reputable information that is referenced and cited</td>
</tr>
<tr>
<td><strong>EDUCATIONAL VALUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site is a leading source of content that exceeds instructional goals</td>
<td>Site is a regarded source of content that meets instructional goals</td>
<td>Site content meets instructional goals</td>
</tr>
<tr>
<td><strong>INTENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site is a highly-respected source of content provided to inform users</td>
<td>Site is a well-regarded source of information whose job is to inform</td>
<td>Site provides content to inform users</td>
</tr>
<tr>
<td><strong>ORIGINALITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site is a primary source of original content and viewpoints</td>
<td>Site offers original content and viewpoints</td>
<td>Site offers some original content, combining it with repurposed content</td>
</tr>
<tr>
<td><strong>QUALITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site content is high quality (vetted, researched, and informed) and enough content is provided to establish good coverage</td>
<td>Site content is of good quality and there is a good content area coverage</td>
<td>Site content is of quality and there is some broader content coverage</td>
</tr>
<tr>
<td></td>
<td>Site content quality is lacking and good content is in limited quantity</td>
<td>Quality of content is questionable. Lack of quality information available.</td>
</tr>
</tbody>
</table>
SEER Criteria

• **Authority**: Is the site well regarded, cited, and written by experts in the field?
• **Educational Value**: Does the site content help advance educational goals?
• **Intent**: Is the site a well-respected source of content intended to inform users?
• **Originality**: Is the site a source of original content and viewpoints?
• **Quality**: Is the site highly vetted with good coverage of the topical area?
SEER Scoring

• 4.0 – 3.0: “highly credible, quality sources”
• 3.0 – 2.0: “credible sources”
• 2.0 – 1.0: “questionable sources”
• 1.0 – 0.0: “unacceptable or inappropriate sources”
**Discreditable Source**

<table>
<thead>
<tr>
<th>Highly Credible</th>
<th>Credible</th>
<th>Discreditable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AUTHORITATIVE</strong>&lt;br&gt;<strong>= 0.5</strong></td>
<td>Highly-regarded site that is referenced and linked to by others. Information is well-referenced, cited, and written by authors with expertise in the content area</td>
<td>Well-regarded site that is well known in its category. Information is referenced and cited, with experts generating content</td>
</tr>
<tr>
<td><strong>EDUCATIONAL VALUE</strong>&lt;br&gt;<strong>= 0.8</strong></td>
<td>Site is a leading source of content that exceeds instructional goals</td>
<td>Site is a regarded source of content that meets instructional goals</td>
</tr>
<tr>
<td><strong>INTENT</strong>&lt;br&gt;<strong>= 0</strong></td>
<td>Site is a highly-respected source of content provided to inform users</td>
<td>Site is a well-regarded source of information whose job is to inform users</td>
</tr>
<tr>
<td><strong>ORIGINALITY</strong>&lt;br&gt;<strong>= 0.8</strong></td>
<td>Site is a primary source of original content and viewpoints</td>
<td>Site offers original content and viewpoints</td>
</tr>
<tr>
<td><strong>QUALITY</strong>&lt;br&gt;<strong>= 0.3</strong></td>
<td>Site content is high quality (vetted, researched, and informed) and enough content is provided to establish good coverage</td>
<td>Site content is of good quality and there is a good content area coverage</td>
</tr>
</tbody>
</table>

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# Wikipedia’s SEER Score

<table>
<thead>
<tr>
<th>Panelists</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Ed Panelists</td>
<td>2.55 / 4.0</td>
</tr>
<tr>
<td>Higher Ed Panelists</td>
<td>1.07 / 4.0</td>
</tr>
</tbody>
</table>
## SEER Average Ratings by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networking &amp; Content Sharing</td>
<td>1.59 / 4.0</td>
</tr>
<tr>
<td>Homework &amp; Academic</td>
<td>2.40 / 4.0</td>
</tr>
<tr>
<td>News &amp; Portals</td>
<td>2.05 / 4.0</td>
</tr>
<tr>
<td>Paper Mills &amp; Cheat Sites</td>
<td>0.59 / 4.0</td>
</tr>
<tr>
<td>Encyclopedias</td>
<td>2.02 / 4.0</td>
</tr>
<tr>
<td>Shopping</td>
<td>1.65 / 4.0</td>
</tr>
<tr>
<td>Average Across Categories</td>
<td>1.79 / 4.0</td>
</tr>
</tbody>
</table>
Implications

- Assessment not assumptions
- Textual literacy skills
- Hands-on practice
Resources

SEER Interactive Rubric
http://pages.turnitin.com/seer_rubric.html

SEER White Paper
http://pages.turnitin.com/evaluating_sources.html

Ratings for Top Student Sources
http://www.turnitin.com/assets/en_us/media/seer/he/all.php#.UaZ1NiuG1Z8
ADDITIONAL RESOURCES
Additional Resources

- Live Expert Training
- Tutorial Videos [link]
- White papers and Webcasts [link]
- Help Center [link]